



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Dale, AL

Top Tapestry Segments:		Demographic Summary		2008	2013
Rooted Rural	20.0%	Population		48,130	47,505
Midland Crowd	19.1%	Households		19,095	19,063
Crossroads	8.2%	Families		13,640	13,486
Military Proximity	7.6%	Median Age		35.3	36.3
Great Expectations	7.2%	Median Household Income		\$37,650	\$41,502

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	51	\$1,364.34	\$26,052,157
Men's	51	\$251.85	\$4,809,067
Women's	48	\$453.51	\$8,659,723
Children's	59	\$246.19	\$4,700,934
Footwear	42	\$205.32	\$3,920,612
Watches & Jewelry	58	\$128.46	\$2,452,989
Apparel Products and Services ¹	63	\$79.02	\$1,508,832
Computer			
Computers and Hardware for Home Use	59	\$125.08	\$2,388,309
Software and Accessories for Home Use	57	\$16.46	\$314,386
Entertainment & Recreation	63	\$2,325.52	\$44,405,755
Fees and Admissions	55	\$338.53	\$6,464,244
Membership Fees for Clubs ²	57	\$93.88	\$1,792,576
Fees for Participant Sports, excl. Trips	54	\$61.34	\$1,171,352
Admission to Movie/Theatre/Opera/Ballet	55	\$81.50	\$1,556,210
Admission to Sporting Events, excl. Trips	55	\$33.70	\$643,414
Fees for Recreational Lessons	53	\$67.79	\$1,294,458
Dating Services	56	\$0.33	\$6,234
TV/Video/Sound Equipment	62	\$889.08	\$16,976,940
Community Antenna or Cable TV	65	\$477.49	\$9,117,591
Televisions	57	\$168.55	\$3,218,396
VCRs, Video Cameras, and DVD Players	63	\$21.06	\$402,100
Video Cassettes and DVDs	64	\$41.64	\$795,164
Video Game Hardware and Software	63	\$22.55	\$430,568
Satellite Dishes	73	\$0.81	\$15,472
Rental of Video Cassettes and DVDs	64	\$32.58	\$622,203
Streaming/Downloaded Video	52	\$0.42	\$7,975
Sound Equipment ³	57	\$120.37	\$2,298,492
Rental and Repair of TV/Radio/Sound Equipment	62	\$3.61	\$68,979
Pets	69	\$304.75	\$5,819,250
Toys and Games	64	\$95.82	\$1,829,614
Recreational Vehicles and Fees ⁴	73	\$319.38	\$6,098,546
Sports/Recreation/Exercise Equipment ⁵	59	\$127.25	\$2,429,786
Photo Equipment and Supplies ⁶	62	\$78.39	\$1,496,929
Reading ⁷	60	\$172.32	\$3,290,446
Food	63	\$5,199.92	\$99,292,453
Food at Home	63	\$3,082.11	\$58,852,847
Bakery and Cereal Products	63	\$428.17	\$8,175,909
Meat, Poultry, Fish, and Eggs	63	\$775.89	\$14,815,529
Dairy Products	63	\$351.67	\$6,715,108
Fruit and Vegetables	61	\$501.43	\$9,574,794
Snacks and Other Food at Home ⁸	64	\$1,024.95	\$19,571,507
Food Away from Home	62	\$2,117.81	\$40,439,606
Alcoholic Beverages	58	\$347.08	\$6,627,503
Nonalcoholic Beverages at Home	65	\$287.09	\$5,481,914



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	49	\$501.92	\$9,584,090
Vehicle Loans	67	\$3,900.57	\$74,481,368
Health			
Nonprescription Drugs	69	\$78.14	\$1,491,995
Prescription Drugs	70	\$395.49	\$7,551,816
Eyeglasses and Contact Lenses	64	\$49.53	\$945,708
Home			
Mortgage Payment and Basics ⁹	56	\$5,113.71	\$97,646,328
Maintenance and Remodeling Services	53	\$1,105.15	\$21,102,869
Maintenance and Remodeling Materials ¹⁰	66	\$273.33	\$5,219,194
Utilities, Fuel, and Public Services	65	\$2,982.19	\$56,944,872
Household Furnishings and Equipment			
Household Textiles ¹¹	59	\$82.82	\$1,581,410
Furniture	56	\$371.04	\$7,084,979
Floor Coverings	57	\$54.78	\$1,045,937
Major Appliances ¹²	62	\$188.55	\$3,600,354
Housewares ¹³	56	\$53.50	\$1,021,632
Small Appliances	62	\$21.92	\$418,642
Luggage	54	\$5.40	\$103,159
Telephones and Accessories	52	\$22.53	\$430,194
Household Operations			
Child Care	59	\$244.18	\$4,662,576
Lawn and Garden ¹⁴	63	\$265.98	\$5,078,944
Moving/Storage/Freight Express	60	\$31.19	\$595,485
Housekeeping Supplies ¹⁵	64	\$491.23	\$9,380,109
Insurance			
Owners and Renters Insurance	65	\$320.98	\$6,129,201
Vehicle Insurance	63	\$886.35	\$16,924,915
Life/Other Insurance	64	\$370.09	\$7,066,849
Health Insurance	66	\$1,334.78	\$25,487,531
Personal Care Products ¹⁶	63	\$271.27	\$5,179,902
School Books and Supplies ¹⁷	66	\$77.34	\$1,476,749
Smoking Products	72	\$325.96	\$6,224,191
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	64	\$3,318.92	\$63,374,777
Gasoline and Motor Oil	67	\$1,697.88	\$32,420,956
Vehicle Maintenance and Repairs	62	\$618.33	\$11,806,966
Travel			
Airline Fares	53	\$220.23	\$4,205,224
Lodging on Trips	57	\$243.14	\$4,642,809
Auto/Truck/Van Rental on Trips	51	\$19.77	\$377,552
Food and Drink on Trips	58	\$273.98	\$5,231,584

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.